

**PLUS
BUSINESS**
Videotex and cable:
Fast chums?

- Warner Amex kills Pittsburgh pay sports channel
- CCI mounts defense in wake of MSO criticism
- Intelsat woos global cable business
- Turner's Bevin talks ESPN

CableVision™

The news and features weekly of the cable television industry

April 23, 1984



Concepts

Technologies

Software

Telco thrust

NCTA FLEXES COPYRIGHT ACT

U.S. District Court rejects movie industry motion to drop NCTA suit; instead, the court will consider NCTA's plea for a more flexible interpretation of the Copyright Act.

COUNCIL DEFENDS SLOGAN

The Council for Cable Information, facing criticism from several key MSO supporters, defends the strategy for its \$6 million cable image-building campaign. Meanwhile, a tentative campaign slogan, "Nobody knows you like cable," is unlikely to survive.

INTELSAT EYEING WORLDWIDE TRANSMISSIONS

The cable industry has yet to look at the possibilities of worldwide transmissions. Intelsat's director general wants all that to change.

W-A SCALEBACKS

Warner Amex Cable shuts down its Home Sports Entertainment regional pay service in Pittsburgh; lack of profit potential is cited as the reason. Meanwhile, the would-be merger of HSE operations in Dallas and Houston with Washington Post-Cablevision's SportsChannel appears to have fallen apart.

MAYOR TESTY ABOUT TWO-WAY

Miami's mayor, Maurice Ferre, backs off from his threat to legislate a ban on two-way cable polling. But His Honor remains concerned about potential abuses.

DISNEY RATE TEST SLATED

Amid concerns that The Disney Channel's pricing is too high, the service expects to begin a rate test in certain selected markets.

PROGRAMMING 24

SIN TV Network's *Noticiero* newscast undertakes its first exit poll, part of the highly-rated program's ambitious 1984 Presidential campaign coverage.

MARKETING/ADVERTISING 26

Four of the top winners of this year's "Mission Accomplished" awards, presented by the Cabletelevision Advertising Bureau, share their systems' strategies for developing innovative advertising and promotional tie-ins.

BUSINESS 43

Five months after launching the nation's first commercial DBS service, United Satellite Communications Inc. reveals it has signed up more than 11,000 subscribers in a seven-state area. Three markets added in the last few months—Philadelphia, Baltimore and Washington, D.C.—report the heaviest volume of orders.

GOVERNMENT & LAW 47

FCC finally rejects Turner's long-standing petition to reconsider its must-carry requirements. Meanwhile, telcos and cable operators battle to stake out their turf.

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About the cover

Art Director Brad Hamilton designed this week's computer-generated cover illustration highlighting videotex.

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PLUS

Cable passing up videotex venue?

As conferees descend on Chicago for Videotex '84, cable's role in the industry remains uncertain and, perhaps, on the downswing. While the telcos pursue the potential of videotex, cable operators, even those with two-way capability, appear to have a diminished interest in its potential. As Senior Editor Fred Dawson reports in *CableVision Plus*, cable interests could be missing out on an opportunity, one that the telcos well recognize. Also, Associate Editor Sally Russell reports on videotex ventures now underway.

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CABLE STATS

Film product comparison—April

Film	Pay Networks			Distributor		Film	Pay Networks			Distributor	
Adam's Woman				MAX	Warner Bros.	Hammett	HBO*	(TMC)		Warner Bros.	
Alice's Adventures in Wonderland	ST				Mulder Media	The Hanging Tree		ST		MAX	Warner Bros.
Anastasia			(HTN)	MAX*	20th Century-Fox	The Happy Years	HBO*			MGM/UA	Movie Store
And Now For Something Completely Different	HBO				Columbia	Heaven's Gate		TMC		MGM/UA	
Anna to the Infinite Power	HBO				Film Galaxy	Hello, Frisco, Hello			HTN*	20th Century-Fox	
Around the World in 80 Days		TMC		MAX	Warner Bros.	Her Twelve Men		ST		MGM/UA	
Author! Author!	(HBO)	ST*	(TMC)	(HTN)	(MAX)	High Road To China	HBO			(MAX)	Galaxy Films
Baby, It's You		ST*			20th Century-Fox	Honkytonk Man	(HBO)	(ST)	TMC*	(HTN)	MAX
Bad Boys				MAX*	Paramount	Hot Touch	HBO*				20th Century-Fox
Barefoot in Athens				HTN*	AFD	How I Won The War		TMC*		MAX*	One Pass Media
Best Years of our Lives	(ST)			MAX*	Samuel Goldwyn Co	The Hungry I Reunion			TMC*		Almi Group
The Betsy	(ST)	(TMC)		MAX*	Lorimar	I See a Dark Stranger					MAX
Bhowani Junction		ST			MGM/UA	If You Could See What I Hear	(HBO)	ST*		(MAX)	Shelter Films
Big Mo			TMC		Wescom	The Inn Of The Sixth Happiness				(HTN)	MAX*
Billy Jack	HBO*		TMC		Warner Bros.	Jesse James				HTN*	MAX
The Black Stallion Returns		ST	TMC	HTN	MGM/UA	Jesus			TMC	(HTN)	MAX
Black Sunday	HBO				Paramount	Joan Of Arc					MAX*
Bob The Gambler				MAX*	Columbia	Journey to the Center of the Earth					20th Century-Fox
The Boogens	(ST)	TMC		MAX*	Sy Fischer	Just Tell Me What You Want				HTN	MAX
Bridge on the River Kwai	(ST)				Columbia	Kim		ST			Warner Bros.
Bugs Bunny's 3rd Movie: 1001 Rabbit Tales	HBO	(ST)		HTN	Warner Bros.	La Cage Aux Folles II			TMC*		MGM/UA
Casey's Shadow				HTN*	(MAX)	Lady Chatterley's Lover		(ST)	TMC		MAX
The Cay				HTN	Universal	The Lady in Red		(ST)			MAX
Challenge for Robin Hood	HBO				Warner Bros.	The Last American Virgin					MAX
Cheech & Chong Still Smokin'		ST	TMC		Paramount	The Last Chase					MAX
The Cold Room	HBO				Jet	Lone Wolf McQuade	HBO				AFD
Confessions From A Holiday Camp		ST*			Columbia	Looker					Orion
Cops & Other Lovers		ST			Cinema Signal	The Lords of Discipline					MAX
The Cowboy And The Lady		ST*			Samuel Goldwyn Co	Love At First Bite		ST			Warner Bros.
Cracking Up	HBO		TMC		Warner Bros.	The Magic Flute		(ST)	(TMC)		Paramount
Creepshow	(HBO)	ST*	(TMC)		Warner Bros.	Man From Clover Grove				HTN*	MAX*
Cujo		ST	TMC		Warner Bros.	Man Who Couldn't Get Enough		ST			Viacom
Dark Places		ST		MAX	Castle Hill	Man Who Saw Tomorrow			TMC		Castle Hill
Dead Men Don't Wear Plaid	HBO	(ST)	TMC*		Universal	Man, Woman & Child		ST			Lord Byron
Deadly Eyes	(HBO)		TMC*		Warner Bros.	Manny's Orphans					Mulder Media
Deathtrap	(HBO)	ST	TMC*	MAX	Warner Bros.	Marathon Man	HBO			HTN	MAX
The Deep		(ST)		(HTN)	MAX*	Mary White					Warner Bros.
Devil's Brother		ST			Columbia	Max Dugan Returns					Paramount
Diva	(HBO)	ST	(TMC)		MGM/UA	Megaforce	HBO	ST	TMC	HTN	UPS Production
Dog Day Afternoon		ST			UA Classics	The Mirror Crack'd	(HBO)				20th Century-Fox
A Dog of Flanders				HTN	Warner Bros.	Missing	(HBO)	(ST)	TMC*	HTN*	MAX*
The Dorm That Dropped Blood					UPA Productions	Monsignor	(HBO)	(ST)	TMC*		Film Gallery
Dot & the Bunny		ST*			Wescom	The Music Man					AFD
Dusty	(HBO)	ST	(TMC)		Satori	Mother Lode	HBO	ST	TMC		Universal
Emanuelle of Taboo Island				MAX	Castle Hill	My Bodyguard					MAX
Embryo			TMC*		Wrightwood Enter	My Lady Fair			TMC*	(HTN)	Warner Bros.
Enchantment	(ST)			MAX	Viacom	My Favorite Year	(HBO)	(ST)	(TMC)	(HTN)	Atlantic
End of August			TMC		Samuel Goldwyn Co	Mystery of the Million Dollar Hockey Puck					Prime Time
The Entity	(HBO)	(ST)	TMC*		Quartet	Nana				HTN	MAX
Evil speak		ST			20th Century-Fox	Nine Hours to Rama				HTN*	MAX
Exposed	HBO		TMC		Frank Morello	Oh, You Beautiful Doll				HTN*	20th Century-Fox
Fast Walking		(ST)		MAX*	MGM/UA	O'Hara's Wife	HBO*		TMC		Albacore
Fetox	(HBO)	ST	(TMC)	(HTN)	MAX	Odyssey to the Pacific			TMC		Universal
Fiona		ST		(MAX)	Lorimar	Oliver	HBO		TMC*	HTN*	(MAX)
First Blood	(HBO)			MAX*	Rumson Film	On the Waterfront			TMC*	(HTN)	Columbia
The First Deadly Sin				MAX*	Anabasis Invest	The Outsiders	HBO*	(ST)	(TMC)		Warner Bros.
Flashdance		(ST)	TMC*		MAX	Pandemonium			TMC		MGM/UA
Frances	HBO*			(MAX)	1st Deadly Sin Co	Pennies from Heaven		ST	(TMC)		MGM/UA
The French Lieutenant's Woman					Paramount	Personal Best	HBO	(ST)	TMC		Warner Bros.
Frightmare		(ST)	(TMC)	MAX*	AFD	The Personals	HBO				Viacom
From Here to Eternity			TMC		MGM/UA	Pink Motel					Wescom
Garden of the Finzi-Continis				MAX*	Atlantic	Pottergeist	(HBO)	ST*	(TMC)		(MAX)
Give Us Barabbas					Columbia	Pony Soldier				HTN	MGM/UA
Glacier Fox	(HBO)	ST		Almi	Enter-Tel	Rataplan					20th Century-Fox
Glass Menagerie				HTN*	Samuel Goldwyn Co	Raw Force		ST			MAX
The Godfather	HBO*	(ST)	(TMC)	(MAX)	20th Century-Fox	Reds	(HBO)	(ST)	TMC*		American Panorama
The Godfather Part II	HBO	(ST)	(TMC)	(MAX)	Paramount	Safari		(ST)	TMC		Paramount
Going Hollywood			TMC		Paramount	Same Time Next Year	(HBO)	ST	(TMC)		MGM/UA
Greased Lightning			TMC		Castle Hill	Savannah Smiles	(HBO)	ST*	(TMC)		(MAX)
Happy Hooker Goes to Washington					Warner Bros.	Second Thoughts	HBO				Embassy
	ST				Cannon	Sherlock Holmes And The Hound of The Baskervilles		ST	(TMC)		AFD
											Leo Gutman

CABLE STATS

Film	Pay Networks	Distributor
Sherlock Holmes in Washington	ST* (TMC)	Leo Gutman
Sherlock Holmes Pursuit to Algiers	ST (TMC)	Leo Gutman
Sherlock Holmes Secret Weapon	ST (TMC)	Leo Gutman
Sherlock Holmes Terror by Night	ST (TMC)	Leo Gutman
Silent Rage	HBO (MAX)	MGM/UA
Silver Dream Racer	HBO	Aim
Sink the Bismark	(HBO) ST* (TMC) (HTN)	MAX 20th Century-Fox
Six Pack	(HBO) ST* (TMC) (HTN)	(MAX) 20th Century-Fox
Some Kind of Hero	HBO TMC	Paramount
The Song of Bernadette		HTN 20th Century-Fox
Special Section		HTN Universal
Street Music		TMC Specialty Films
Super Fuzz	HBO (MAX)	Embassy
Superman III	HBO ST TMC HTN	Warner Bros
Table for Five	(HBO) (ST) (TMC) HTN*	Columbia
Tempest	(HBO) (TMC) HTN* (MAX)	Columbia
10 To Midnight		20th Century-Fox
Tender is the Night		HTN MAX 20th Century-Fox
Tender Mercies	HBO*	AFD
The Thing	ST (TMC)	Universal
Tim		MAX Sambr
Tin Pan Alley		HTN* 20th Century-Fox
To Begin With	ST	20th Century-Fox
Touched		HTN 20th Century-Fox
Tough Enough	(HBO) ST*	20th Century-Fox
The Toy	(HBO) (ST) TMC* (HTN) (MAX)	Columbia
The Triumphs of A Man Called Horse	HBO* (TMC)	Sandy Howard
Under Capricorn		MAX* Leo Gutman
The Unseen	HBO*	Viacom
Used Cars	(HBO)	MAX* Columbia
Victor/Victoria	(HBO) (ST) TMC* HTN* (MAX)	MGM/UA
Waltz Across Texas	(HBO) (ST) (TMC) HTN	Atlantic Releasing
Warlords of the 21st Century		TMC Viacom
Way of the Wind	ST	Best Film & Video
Welcome to LA		TMC MGM/UA
White Buffalo		TMC* (MAX) MGM/UA

Film	Pay Networks	Distributor
Whose Life is it Anyway	ST	MGM/UA
Woman Next Door	TMC*	(MAX) MGM/UA
The World According to Garp		MAX Warner Bros
Z	TMC	(MAX) Aim Group

Cable Network Legend:

HBO: Home Box Office
ST: Showtime
TMC: The Movie Channel
HTN: Home Theater Network
MAX: Cinemax

■ Networks in parentheses indicate carriage in November, December, 1983, January, February and/or March 1984.

■ An asterisk indicates that the film is a carry-over from November, December 1983, January, February and/or March 1984.

■ In total, 183 films appear on the April schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months, seven films have played on all five services, 14 films have played on four of the five services, 21 on three services and 49 on two services. 92 films were unduplicated.

■ Two motion picture distributors, Warner Bros. & 20th Century-Fox, with the most titles on pay TV this month with 24 each, followed by MGM/UA with 21.

■ "Superman" sequel number "III" is featured on all program guide covers of the pay TV services for this month. The Stephen King thriller, "Cujo," appears on HBO/Cinemax and TMC guides. Also featured on the HBO/Cinemax guide cover is the three-part mini-series, "The Far Pavlovs."

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc.	2,766,000 (12/83)
2	American Television and Communications Corp.	2,400,000 (12/83)
3	Group W Cable	2,005,469 (1/84)
4	Cox Cable Communications Inc.	1,471,032 (2/84)
5	Storer Cable Communications	1,371,000 (12/83)
6	Warner Amex Cable Communications Inc.	1,362,000 (12/83)
7	Times Mirror Cable TV Inc.	938,200 (2/84)
8	Continental Cablevision	852,000 (2/84)
9	Newhouse Broadcasting ¹	822,141 (2/84)
10	Viacom Cablevision	740,332 (2/84)
11	United Cable Television Corp.	670,444 (1/84)
12	Sammons Communications, Inc.	534,588 (2/84)
13	Rogers Cablesystems, Inc.	504,508 (2/84)
14	CableVision	479,000 (2/84)
15	Comcast Cable Communications	453,276 (2/84)
16	Telecable Corporation	388,473 (12/83)
17	Jones Intercable	379,980 (2/84)
18	Heritage Communications Inc.	372,102 (2/84)
19	Capital Cities Cable, Inc.	353,080 (2/84)
20	UA Cablesystems Corp.	345,000 (2/84)

¹ Includes MetroVision, NewChannels, Vision Cable.
Source: Subscriber counts are provided by MSOs to Titich Communications Inc.

Top 20 systems

Rank	Location	Operator	Basic subs
1	San Diego, CA	Cox Cable	239,669 (2/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000 (1/84)
3	Manhattan, NY	ATC	187,900 (12/83)
4	Houston, TX	Warner Amex	184,900 (1/84)
5	Baltimore Division	ATC	179,800 (12/83)
6	San Antonio, TX	Rogers Cablesystems	171,930 (2/84)
7	East Orange, NJ	Maclean Hunter	157,711 (1/84)
8	Cincinnati area, OH	Warner Amex	134,290 (12/83)
9	Wayne, NJ	UA Cablesystems	129,000 (2/84)
10	Tulsa, OK	United Cable	111,771 (1/84)
11	Audubon, NJ	NYT Cable	110,275 (1/84)
12	Rochester, NY	ATC	108,600 (12/83)
13	Baltimore County, MD	Comcast Cable	105,729 (2/84)
14	Erie County, NY	Prime Cable Corp.	102,719 (2/84)
15	Tidewater (Norfolk), VA	Cox Cable	102,073 (2/84)
16	San Jose, CA	Gili Industries	102,000 (2/84)
17	Austin, TX	ATC	98,900 (12/83)
18	Hondulu, HI	ATC	97,100 (12/83)
19	Memphis, TN	ATC	94,300 (12/83)
20	Seattle, WA	Group W Cable	93,403 (1/84)

¹ Includes Orlando, FL and Melbourne, FL.
Source: Subscriber counts are provided by MSOs and individual systems to Titich Communications Inc.